

**THE PROFILE OF TRAVELERS IN MINNESOTA**  
**SUMMER SEASON**  
(2005/2007)

Prepared for:

**Explore Minnesota Tourism State**  
of Minnesota



UNIVERSITY OF MINNESOTA



and

**Minnesota Arrowhead Association**  
**Minnesota Heartland Tourism Association**  
**Southern Minnesota Tourism Association**  
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## 1.0 INTRODUCTION

The purpose of this report is to summarize the key findings from the Minnesota Traveler Profile Study and the data collection process employed. The traveler profile is part of a 12-month economic impact and traveler profile research study for the State of Minnesota. The twelve month period is from June 2007 through May 2008. The research approach is designed to capture economic impact data (i.e., economic impact of traveler expenditures on the state of Minnesota) and traveler profile data concurrently. A similar 12-month study was conducted for the same period in 2005-2006.

For the Traveler Profile Study in 2007, onsite intercept interviews are conducted among travelers in Minnesota. To qualify for the study, respondents cannot reside in the immediate area and have to be either spending at least one night in the area or, if a day visitor, have to have traveled at least 50 miles from home. Over the course of the year-long study, the data is collected seasonally according to the following interviewing schedule:

Season	Interviewing Period
Summer	June – August
Fall	September – November
Winter	December– March
Spring	April – May

This report provides results from interviews of travelers throughout the state during the *summer* season – June, July and August. Interview responses from the 2007 summer season have been combined with interview responses from the 2005 summer season for presentation and analysis in this report. The combined data yield results that are more reliable and representative than the results for either of the two interview periods alone – the effect of roughly doubling the sample size and including traveler interviews at a broader selection of traveler sites.

This document is the first of three seasonal reports that will be incorporated into an annual traveler profile report following the spring season of 2008. At the end of the study, Davidson-Peterson Associates will provide detailed state and regional combined traveler profile information for 2005 and 2007, balanced by both region and season. Additionally, the Traveler Profile Study results for 2007-08 will be used in conjunction with other survey data to estimate the economic impact of Minnesota traveler expenditures at the state, regional and county level for 2007-08.

The detailed findings for the summer season 2005/2007 in total and by region are presented in the following section. Wherever differences among regional results are discussed in the findings, the differences are significant at the 95% confidence level. Refer to Appendix A for an explanation of significant differences and tables that show all significant differences among study results. Refer to Appendix B for tables summarizing results from the summer 2007 study only.

## 2.0 DETAILED FINDINGS

This section details the findings concerning the profile of summer seasonal Minnesota travelers overall and by each of the four geographic regions: Metro, Northcentral/West, Southern, and Northeast using combined 2005/2007 study data.

### 2.1 DEMOGRAPHIC AND SOCIOECONOMIC PROFILE

Typically, summer seasonal travelers in Minnesota were middle-aged and older, reasonably affluent, and white. The vast majority lived in the United States and half were Minnesota residents.

- The average age of adult travelers was 44.2 years. Most were traveling without children (63%). Travelers in the Southern region were older (46.9 years), with 22% in the 60+ age category.
- The estimated median household income was \$67,300. Median incomes were highest among Metro region travelers (\$74,200) and lowest among travelers in the Northeast region (\$59,400).
- Nine travelers in ten identified themselves as white (91%).
- The vast majority lived in the United States (95%) and half were residents of Minnesota (47%). Beyond Minnesota, the leading states of residence were Iowa (6%), Wisconsin (6%), North Dakota (3%), and Illinois (3%). Some 3% of travelers were Canadian.

The Metro region had the smallest proportion of travelers from within Minnesota (24%) and Northeast had the largest (60%). Other areas saw more than half of their travelers from in-state (54% Northcentral/West and 53% Southern).

Among Metro region travelers, the most frequently mentioned home states after Minnesota were Wisconsin (8%) and Illinois (6%). South Dakota, Iowa, Texas, Michigan, California, and Colorado each provided 3% of Metro's travelers. (Note: Colorado does not appear in the following table because it provided only 1% of all travelers in Minnesota, falling below the cutoff for the table.)

Northcentral/West received 9% of their travelers from their neighbors to the west, North Dakota and 6% from Iowa.

The Southern region received 10% of their travelers from their neighbor to the south, Iowa, and as many from Wisconsin to the east (9%). Another 3% each came from Michigan and South Dakota.

Only Wisconsin stands out in the Northeast with 5% of visitation. Another 3% each came from Iowa and North Dakota.

**Table 2.1:  
Demographic and Socioeconomic Profile**

	State Total	Region			
		North-central/ West		Southern	Northeast
	Summer 2005/2007	Metro	West		
Base:	1664	464	400	428	372
<b>Age:</b>					
18 to 24	9%	9%	7%	7%	12%
25 to 29	9	9	8	7	10
30 to 39	20	22	22	16	21
40 to 49	23	24	25	22	23
50 to 59	21	23	21	20	19
60 to 64	6	5	5	10	6
65 and older	8	5	9	12	6
No Answer	4	4	2	7	4
<b>Average Age</b>	<b>44.2 years</b>	<b>43.0</b>	<b>44.6</b>	<b>46.9</b>	<b>42.1</b>
<b>Income:</b>					
Less than \$25,000	7%	7%	7%	5%	7%
\$25,000 to \$34,999	8	6	10	8	10
\$35,000 to \$49,999	15	12	15	15	20
\$50,000 to \$74,999	20	20	21	18	22
\$75,000 to \$99,999	16	17	14	15	16
\$100,000 to \$124,999	11	12	11	11	8
\$125,000 to \$149,999	4	5	5	4	3
\$150,000 or more	7	10	9	6	4
No Answer	12	11	7	18	10
<b>Estimated Median Income</b>	<b>\$67,300</b>	<b>\$74,200</b>	<b>\$67,000</b>	<b>\$67,600</b>	<b>\$59,400</b>
<b>Gender:</b>					
Male	44%	46%	48%	39%	45%
Female	51	52	47	57	48
No Answer	4	2	5	4	8
<b>Racial/Ethnic Background:</b>					
American Indian	2%	1%	3%	1%	2%
Asian	1	2	1	*	1
Black	3	4	3	2	1
Hispanic	2	4	2	1	1
White	91	87	90	94	91
Other	1	2	*	1	1
No Answer	3	2	2	3	3

\*Less than 0.5%

**Table 2.1 (con't):  
Demographic and Socioeconomic Profile**

	State Total	Region			
	Summer 2005/2007  Base: 1664	Metro 464	North- central/ West 400	Southern 428	Northeast 372
<b>Residence:</b>					
United States	95%	94%	95%	98%	93%
Minnesota	47	24	54	53	60
Wisconsin	6	8	2	9	5
Iowa	6	3	6	10	3
North Dakota	3	2	9	1	3
Illinois	3	6	2	2	2
South Dakota	2	3	1	3	*
Texas	2	3	2	2	1
Michigan	2	3	*	3	*
California	2	3	1	1	1
Other state	14	29	12	10	4
State not specified	9	10	7	4	15
Canada	3	3	3	1	4
Another Country	1	3	1	*	1
No Answer	1	1	1	1	2

\*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.



## 2.2 TRAVEL PARTY AND TRIP PROFILE

Most summer seasonal travelers in Minnesota were taking a vacation or short pleasure trip, traveling in parties of three people, and staying a total of four nights on average. Two thirds of the travel parties had no children younger than 18 in them and most were repeat travelers having taken at least one pleasure trip to Minnesota in the last five years. Finally, seven travelers in ten stayed in paid accommodations and the most frequently mentioned activities included dining out, visiting people or places, participating in outdoor activities, and shopping.

### TRAVEL PARTY

- Three travelers in four were on a vacation or short pleasure trip (73%), while 17% were traveling for personal reasons (e.g., a wedding, funeral, or medical).

Travelers in the Northcentral/West and Northeast regions were more likely to have been on a vacation or short pleasure trip (85% and 88%). In contrast, travelers in the Southern region were more likely to have been traveling for personal reasons (30%). Those in the Metro region were more likely than those elsewhere to be traveling on business (13%) or to attend a convention or conference (14%).

- The average party size was 2.9 people. The Northcentral/West region travelers were more likely to have larger travel parties (3.2) than were travelers in the other regions.
- The average number of nights travel parties intended to stay in the area was 3.9 nights. Travelers in the Metro and Northcentral/West regions intended to stay longer (4.2 and 4.6) than did those in the other regions.
- About one third of Minnesota travelers had children younger than 18 in their travel party (37%). Travelers in the Northcentral/West region were more likely to have

children in their travel party (43%) than were travelers in the other regions, particularly children 6 to 11 years old (26%)

- Four travelers in five had taken a pleasure trip in Minnesota during the last five years (82%). The estimated median number of trips to Minnesota in the last five years was 5.0. Travelers in the Metro region were more likely to be first-time travelers in Minnesota (35%) than those in other regions.

## TRIP PROFILE

- The majority of travelers stayed in paid accommodations (69%), primarily at hotels or motels (46%), with fewer staying at resorts (6%), in RVs at a campground (10%) or tents at a campground (5%).

Travelers in the Metro and Southern regions were less likely to stay in paid accommodations (65% each). Those in the Northcentral/West were less likely to stay in a hotel/motel/historic inn (28%) as compared with other regions, and more likely to stay in resorts (21%).

- One Minnesota traveler in seven was on a day trip (15%). Travelers in the Southern region were most likely to have been on a day trip (22%).
- Travelers mentioned numerous activities that they participated in during their visit: dining out (65%), participating in one or more outdoor activities among the 13 listed (56%), shopping in at least one of five categories (54%), attending at least one of seven categories of events (34%), sightseeing or driving for pleasure (34%), and visiting friends or relatives (27%).

## **GENERAL ACTIVITIES**

Travelers in the Metro region and the Northeast more frequently mentioned dining out as an activity (71% and 69%) than did travelers in other regions. Northeast travelers were more likely to participate in sightseeing/driving for pleasure (58%) and driving on designated scenic byways (42%) than were travelers in other regions. Metro and Northeast travelers were more likely to take in city sites on their trip (28% and 36%). A lower proportion of travelers in the Metro region participated in casino gaming (6%) than did travelers in other regions. Metro and Northeast travelers were more likely than others to participate in nightlife or evening entertainment (20% and 15%).

## **VISITING PEOPLE OR PLACES**

Northeast travelers were less likely to visit friends and relatives (21%) than were travelers to other areas. State or national parks and historic sites were predominantly visited by travelers in the Northeast (44% and 34%). In contrast, travelers in the Metro and Northcentral/West regions were more likely to go to amusement parks or carnivals while on their trip (23% and 17%) as compared to travelers in other regions.

## **ACTIVE RECREATION**

Participation in active recreation was more likely among Northcentral/West and Northeast travelers (84% and 72%) and least likely among Metro region travelers (33%). When compared with travelers in other regions, Northcentral/West travelers more frequently participated in fishing (48%), lake/river swimming (39%), motor-boating/water skiing (32%), pool swimming (21%), and golfing (20%). When compared with travelers in other regions, Northeast travelers more frequently participated in hiking (44%), followed by pool swimming (20%), lake or river swimming (18%), wildlife viewing or bird watching (18%), and fishing (17%). The incidence of lake or river swimming, wildlife viewing or bird watching, biking, golfing, and canoeing was lower among Metro and Southern travelers (less than 10%) as compared with Northcentral/West and Northeast travelers.

**SHOPPING**

Travelers in the Southern region were least likely to have selected any type of shopping as an activity engaged in (41%) during their trip. Nearly half of the Metro region travelers (44%) shopped at the Mall of America but a few travelers in other regions also reported a visit to the Mall of America. Northcentral/West and Northeast travelers were more likely to have shopped for gifts and souvenirs (36% and 43%) as compared to Metro and Southern travelers (22% and 21%). General or mall shopping was least prevalent among travelers in the Northeast region (13%).

**ATTENDING EVENTS**

Metro region travelers were more likely to have attended at least one of seven categories of events (48%), and were also more likely to have attended fairs or festivals (25%) when compared with travelers in other regions.

**Table 2.2:  
Travel Party and Trip Profile**

		Region			
		Metro	North-central/ West	Southern	Northeast
State Total					
Summer 2005/2007					
Base:	1664	464	400	428	372
<b>Trip Purpose (multi-response):</b>					
Vacation or short pleasure trip	73%	61%	85%	63%	88%
Personal (i.e. wedding, funeral, medical)	17	16	13	30	9
Business or work	7	13	3	5	4
Convention or conference	6	14	1	7	2
<b>Travel Party Size:</b>					
1 person	13%	22%	8%	12%	8%
2 people	36	31	29	43	42
3 to 4 people	33	29	37	32	33
5 or more people	18	18	26	14	17
<b>Average Travel Party Size</b>	<b>2.9</b>	<b>2.8</b>	<b>3.2</b>	<b>2.8</b>	<b>2.9</b>
<b>Total Trip Length of Stay:</b>					
Daytripper	15%	14%	9%	22%	14%
1 night	15	11	10	23	14
2 nights	21	19	19	23	25
3 to 6 nights	35	43	33	22	40
7 or more nights	14	13	28	9	7
<b>Average Nights (Excluding Daytrippers)</b>	<b>3.9</b>	<b>4.2</b>	<b>4.6</b>	<b>3.2</b>	<b>3.3</b>
<b>Children in Travel Party</b>					
One or more children under 18 years old	37%	37%	43%	33%	35%
No children	63	63	57	67	65
<b>Ages of Children in Travel Party</b>					
<i>Younger than 6 years old</i>					
None	85%	87%	82%	86%	86%
One or more	15	13	18	14	14
<i>6 to 11 years old</i>					
None	80	83	74	81	82
One or more	20	17	26	19	18
<i>12 to 17 years old</i>					
None	82	79	81	86	81
One or more	18	21	19	14	19

**Table 2.2 (con't):  
Travel Party and Trip Profile**

	State Total	Region			
		Metro	North-central/ West	Southern	Northeast
Base:	Summer 2005/2007 1664	464	400	428	372
<b>Minnesota Trips in Last 5 Years</b>					
None	16%	35%	6%	14%	6%
1 trip	8	12	7	9	5
2 to 4 trips	25	23	28	23	26
5 to 10 trips	22	11	30	19	29
More than 10 trips	27	18	28	31	32
No Answer	2	1	1	3	1
<b>Estimated Median Trips</b>	<b>5.0</b>	<b>2.3</b>	<b>6.5</b>	<b>5.5</b>	<b>7.0</b>
<b>Lodging:</b>					
<u>Paid Accommodations</u>	<u>69%</u>	<u>65%</u>	<u>72%</u>	<u>65%</u>	<u>75%</u>
Hotel/Motel/Historic Inn	46	61	28	43	48
In an RV at a campground	10	1	13	14	13
Resort	6	1	21	*	5
In a tent at a campground	5	1	5	7	7
Vacation home/condo/cabin/houseboat you rented	1	*	3	*	3
Bed & Breakfast	*	*	*	*	1
<u>Unpaid Accommodations</u>	<u>16%</u>	<u>21%</u>	<u>19%</u>	<u>13%</u>	<u>11%</u>
Home of family or friends	12	19	10	12	5
Vacation home/condo/cabin/houseboat of family or friend	2	1	4	*	3
At your vacation home/condo/cabin/ houseboat	1	*	3	*	2
At a campground with no fee	1	*	1	*	1
<u>Day tripper</u>	<u>15%</u>	<u>14%</u>	<u>9%</u>	<u>22%</u>	<u>14%</u>

\*Less than 0.5%

**Table 2.2 (con't):  
Travel Party and Trip Profile**

	State Total	Region			
		North-central/ Metro West Southern Northeast			
	Summer 2005/2007	Metro	West	Southern	Northeast
Base:	1664	464	400	428	372
<b>Activities:</b>					
<u>General (checked one or more below)</u>	<u>82%</u>	<u>82%</u>	<u>78%</u>	<u>78%</u>	<u>89%</u>
Dining out	65	71	59	61	69
Sightseeing or driving for pleasure	34	23	33	29	58
Taking in city sites	23	28	15	15	36
Driving on designated scenic byways	20	9	16	15	42
Casino gaming	14	6	22	14	16
Nightlife or evening entertainment	13	20	11	7	15
Viewing fall colors	3	1	4	2	3
<u>Visiting (checked one or more below)</u>	<u>65%</u>	<u>59%</u>	<u>69%</u>	<u>55%</u>	<u>82%</u>
Friends or relatives	27	28	32	27	21
State or national parks	20	6	20	13	44
Historic sites	17	9	13	16	34
Amusement parks or carnivals	14	23	17	5	8
Other museums	11	7	6	10	23
Art museums	8	11	3	6	11
Indoor water parks	4	5	4	3	2
Indian areas	4	2	3	5	5
Outdoor water parks	3	2	3	6	2
Other attraction	7	6	6	7	11
<u>Participating In (checked one or more below)</u>	<u>56%</u>	<u>33%</u>	<u>84%</u>	<u>42%</u>	<u>72%</u>
Fishing	20	5	48	11	17
Hiking	19	6	18	13	44
Pool swimming	18	15	21	15	20
Lake or river swimming	17	6	39	7	18
Wildlife viewing or bird watching	11	4	17	7	18
Motor boating/water skiing	10	3	32	3	5
Biking	10	4	17	7	14
Golfing	10	5	20	5	10
Canoeing	6	2	11	4	10
Jet skiing	3	1	9	*	1
Off-road ATV driving	2	1	5	1	2
Hunting	1	1	3	*	*
Other activity	9	7	8	10	11

\* Less than 0.5%

**Table 2.2 (con't):  
Travel Party and Trip Profile**

	State Total	Region			
		North-central/ Metro West Southern Northeast			
	Summer 2005/2007	Metro	West	Southern	Northeast
<b>Base:</b>	<b>1664</b>	<b>464</b>	<b>400</b>	<b>428</b>	<b>372</b>
<u>Shopping (checked one or more below)</u>	<u>54%</u>	<u>67%</u>	<u>51%</u>	<u>41%</u>	<u>58%</u>
For gifts or souvenirs	30	22	36	21	43
General or mall shopping	19	22	18	22	13
At the Mall of America	15	44	6	5	2
Arts, crafts, or antiques	12	5	12	12	20
Outlet shopping	9	11	8	11	7
<u>Attending (checked one or more below)</u>	<u>34%</u>	<u>48%</u>	<u>26%</u>	<u>28%</u>	<u>30%</u>
Fairs or festivals	14	25	10	6	14
Professional sporting events	5	10	7	3	1
Popular music concerts or shows	4	6	1	4	4
Amateur sporting events	4	6	6	2	3
Theater performances	3	4	1	3	3
Classical music concerts	1	1	1	2	1
Other events	9	7	5	14	12

\* Less than 0.5%



## 2.3 TRAVEL PLANNING SOURCES

Among summer 2007 Minnesota travelers, the most frequently cited information sources used in trip planning were friends/relatives/co-workers and the Internet, with half of travelers mentioning each (51% and 46% respectively). Few travelers said they used each of the other sources of trip planning information (10% or fewer).

Travelers in the Metro region were significantly more likely to use the Internet for travel planning than travelers in other regions (62% Metro vs. 39-40% other regions). In contrast, travelers in the Northcentral/West, Southern, and Northeast regions were more likely to use brochures/travel guides than Metro region travelers were.

**Table 2.3:**  
**Travel Planning Sources**

	State Total	Region			
	Summer 2007	North-central/ West			
Base:	795	Metro 216	West 167	Southern 229	Northeast 183
Friends/relatives/co-workers	51%	49%	57%	51%	49%
Internet	46	62	40	39	40
Brochure/travel guide	10	6	14	11	12
Newspaper/magazine	5	3	4	6	5
Local tourism bureau	3	1	4	3	3
TV/radio	3	2	3	3	5
Visitor/welcome center	3	2	4	1	4
Airline/travel agency	2	5	*	2	*
State Travel Office	1	*	1	*	3
Other	14	8	14	16	17

\*Less than 0.5%

Note: This question was not included in the 2005-06 study.

### 3.0 METHODOLOGY

For the purposes of this study, travelers were intercepted at likely tourist sites throughout the state (accommodations, attractions, events, etc.) from June through August and asked to complete a self-administered questionnaire. To qualify for the study, travelers could not be a year-round, seasonal, or short-term/weekend residents of either the town or city or the immediate surrounding area. In addition, respondents had to be either spending at least one night in the area or be day travelers who had traveled at least 50 miles from their primary residence. Interviews were conducted on both weekends and weekdays as well as throughout the day and early evening. Davidson-Peterson Associates employed the services of independent data collection agencies to conduct the on-site interviewing in Minnesota.

Davidson-Peterson Associates used a stratified cluster sampling technique in an effort to represent all types of travelers across the four Minnesota regions. The technique allowed us to select systematically the geographic locations (i.e., zip codes) within each region that would form the sampling frame. Minimum quotas were established in total and by region to ensure that an adequate number of interviews were completed for the season.

In total, 1664 usable questionnaires were collected from Minnesota travelers and returned to Davidson-Peterson Associates. Some 795 were conducted in 2007 and 869 in 2005. Roughly equal proportions of interviews were completed in each of the four (4) Explore Minnesota Tourism regions.

**Sample Size by Region**

Region	Total	2007	2005
Twin Cities Metro	464	216	248
Northcentral/West	400	167	233
Southern	428	229	199
Northeast	372	183	189
<b>Total</b>	<b>1664</b>	<b>795</b>	<b>869</b>

For a list of the Minnesota counties in each region as well as a regional map, refer to the Appendix.

All returned questionnaires were checked for completeness and accuracy; then data entered; and data tabulations produced.

Sample balancing is done at the end of each year-long study so that the traveler data more accurately reflects annual and regional visitation patterns. For the summer 2007 data, the sample was rebalanced in the Northcentral/West region to compensate for a higher than expected incidence of travelers staying in resorts in this region due to the sites where interviews were conducted.

Davidson-Peterson Associates, an independent marketing research company located in Kennebunk, ME, managed the fieldwork, conducted the data tabulation, and prepared this report. All procedures were conducted in accordance with accepted research standards as expressed by CASRO (Council of American Survey Research Organizations).

## APPENDIX

## APPENDIX A:

### TABLES OF STATISTICAL DIFFERENCES

When appropriate, significant differences at the 95% confidence level are noted in the findings. Tests of significance are statistical methods for measuring the likelihood that observed relationships in a sample are the result of real differences between the groups and not sampling error. Thus, when we state that two numbers are statistically different at the 95% confidence level, we are saying that if we were to sample the universe 100 times, at least 95 times out of 100 the samples observed would be different. In contrast, fewer than five times out of 100 there would not be any difference between the observed numbers.

The following is an example of how these tables can be interpreted and used. The incidence of Minnesota residents traveling in the Metro region (24%) was significantly lower than those traveling in the Northcentral/West (54%), Southern (53%), and Northeast (60%) regions. (See the first row of figures under the Residence break in Table A.1 on the following page.)

Note: Only those rows where there are significant differences in the results among one or more of the regions are included in the tables on the following pages.

**Table A.1:**  
**Demographic and Socioeconomic Profile – Summer 2005/2007**  
**Statistical Differences among Regional Results**

	State Total	Region			
		North-central/			
	Summer 2005/2007	Metro	West	Southern	Northeast
Base:	1664	464	400	428	372
		a	b	c	d
<b>Average Age</b>	<b>44.2 years</b>	43.0	44.6 d	47.0 abd	42.1
<b>Estimated Median Income</b>	<b>\$67,300</b>	\$74,200 d	\$67,000	\$67,600	\$59,400
<b>Gender:</b>					
Male	44%	46% c	48% c	39%	45%
Female	51	52	47	57 bd	48
No answer	4	2	5	4	8 ac
<b>Racial/Ethnic Background:</b>					
Asian	1%	2% c	1%	*	1%
Black	3	4 d	3	2	1
Hispanic	2	4 bcd	2	1	1
White	91	87	90	94 a	91
Other	1	2 b	*	1	1
<b>Residence:</b>					
<u>United States</u>	95%	94%	95%	98% abd	93%
Minnesota	47	24	54 a	53 a	60 ac
Wisconsin	6	8 b	2	9 bd	5 b
Iowa	6	3	6 a	10 abd	3
North Dakota	3	2	9 acd	1	3
Illinois	3	6 bcd	2	2	2
South Dakota	2	3 d	1	3 bd	*
Texas	2	3 d	2	2	1
Michigan	2	3 d	*	3 d	*
California	2	3 bcd	1	1	1
Other state	14	29 bcd	12 d	10 d	4
State not specified	9	10 bc	7	4	15 bc
<u>Canada</u>	3	3 c	3 c	1	4 c
<u>Another country</u>	1	3 bcd	1	*	1
<u>No answer</u>	1	1	1	1	2 abc

\*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2:**  
**Travel Party and Trip Profile – Summer 2005/2007**  
**Statistical Differences among Regional Results**

		State Total	Region			
		Summer 2005/2007	Metro	North- central/ West	Southern	Northeast
Base:		1664	464	400	428	372
			a	b	c	d
<b>Trip Purpose (multi-response):</b>						
Vacation or short pleasure trip	73%	61%	85%ac	63%	88%ac	
Personal (i.e. wedding, funeral, medical)	17	16d	13	30abd	9	
Business/work	7	13bcd	3	5	4	
Convention/conference	6	14bcd	1	7bd	2	
<b>Average Travel Party Size</b>		<b>2.9</b>	<b>2.8</b>	<b>3.2acd</b>	<b>2.8</b>	<b>2.9</b>
<b>Average Nights in Length of Stay (Excluding Daytrippers)</b>		<b>3.9</b>	<b>4.2cd</b>	<b>4.6cd</b>	<b>3.2</b>	<b>3.3</b>
<b>Children in Travel Party</b>						
One or more children under 18 years old	37%	37%	43%cd	33%	35%	
No children	63	63b	57	67b	65b	
<b>Ages of Children in Travel Party</b>						
<i>Younger than 6 years old</i>						
None	85%	87% b	82%	86%	86%	
One or more	15	13	18a	14	14	
<i>6 to 11 years old</i>						
None	80%	83%b	74%	81%b	82%b	
One or more	20	17	26acd	19	18	
<i>12 to 17 years old</i>						
None	82%	79%	81%	86%a	81%	
One or more	18	21c	19	14	19	

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (con't):**  
**Travel Party and Trip Profile – Summer 2005/2007**  
**Statistical Differences among Regional Results**

	State Total	Region			
		Metro	North-central/ West	Southern	Northeast
	Summer 2005/2007	464	400	428	372
	Base:	a	b	c	d
<b>Minnesota Trips in Last 5 Years</b>					
None	16%	35%bcd	6%	14% bd	6%
<b>Estimated Median</b>	<b>5.0</b>	<b>2.3</b>	<b>6.5a</b>	<b>5.5a</b>	<b>7.0 a</b>
<b>Lodging:</b>					
<u>Paid Accommodations</u>	69%	65%	72%ac	65%	75%ac
Hotel/Motel/Historic Inn	46	61bcd	28	43b	48b
In an RV at a campground	10	1	13a	14a	13a
Resort	6	1	21acd	*	5ac
In a tent at a campground	5	1	5a	7a	7a
Vacation home/condo/cabin/houseboat rental	1	*	3a	*	3a
<u>Unpaid Accommodations</u>	16%	21%cd	19%cd	13%	11%
Home of family or friends	12	19bcd	10d	12 d	5
Vacation home/condo/cabin/houseboat of family or friend	2	1	4ac	*	3ac
At your vacation home/condo/cabin/houseboat	1	*	3a	*	2a
<u>Day tripper</u>	15	14b	9	22abd	14b

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.



**Table A.2 (con't):**  
**Travel Party and Trip Profile – Summer 2005/2007**  
**Statistical Differences among Regional Results**

	State Total	Region			
		North-central/			
		Metro	West	Southern	Northeast
Base:	Summer 2005/2007 1664	464	400	428	372
		a	b	c	d
<b>Activities:</b>					
<u>General (checked one or more below)</u>	82%	82%	78%	78%	89% abc
Dining out	65	71 bc	59	61	69 bc
Sightseeing or driving for pleasure	34	23	33 a	29	58 abc
Taking in city sites	23	28 bc	15	15	36 abc
Driving on designated scenic byways	20	9	16 a	15 a	42 abc
Casino gaming	14	6	22 acd	14 a	16a
Nightlife or evening entertainment	13	20 bc	11	7	15 c
Viewing fall colors	3	1	4 a	2	3
<u>Visiting (checked one or more below)</u>	65%	59%	69% ac	55%	82% abc
Friends or relatives	27	28 d	32 d	27 d	21
State or national parks	20	6	20ac	13 a	44 abc
Historic sites	17	9	13	16 a	34 abc
Amusement parks or carnivals	14	23 bcd	17 cd	5	8
Other museums	11	7	6	10 b	23 abc
Art museums	8	11 bc	3	6 b	11 bc
Indoor water parks	4	5 cd	4	3	2
Indian areas	4	2	3	5 a	5 a
Outdoor water parks	3	2	3	6 abd	2
Other attraction	7	6	6	7	11 abc
<u>Participating In (checked one or more below)</u>	56%	33%	84% acd	42% a	72% ac
Fishing	20	5	48 acd	11 a	17 ac
Hiking	19	6	18 a	13 a	44 abc
Pool swimming	18	15	21 ac	15	20 a
Lake or river swimming	17	6	39 acd	7	18 ac
Wildlife viewing or bird watching	11	4	17 ac	7 a	18 ac
Motor boating/water skiing	10	3	32 acd	3	5
Biking	10	4	17 ac	7 a	14 ac
Golfing	10	5	20 acd	5	10 ac
Canoeing	6	2	11 ac	4	10 ac
Jet Skiing	3	1	9 acd	*	1
Off-road ATV driving	2	1	5 acd	1	2
Hunting	1	1	3 d	*	*

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.2 (con't):**  
**Travel Party and Trip Profile – Summer 2005/2007**  
**Statistical Differences among Regional Results**

	State Total	Region			
		Metro	North-central/ West	Southern	Northeast
	Summer 2005/2007	464	400	428	372
	Base: 1664	a	b	c	d
<u>Shopping (checked one or more below)</u>	54%	67% bcd	51% c	41%	58 % bc
For gifts or souvenirs	30	22	36 ac	21	43 ac
General Mall Shopping	19	22 d	18	22 d	13
At the Mall of America	15	44 bcd	6 d	5 d	2
Arts, crafts, or antiques	12	5	12 a	12 a	20 abc
Outlet Shopping	9	11 d	8	11	7
<u>Attending (checked one or more below)</u>	34%	48% bcd	26%	28%	30%
Fairs or festivals	14	25 bcd	10	6	14 c
Professional sporting events	5	10 cd	7 cd	3 d	1
Popular music concerts or shows	4	6 b	1	4 b	4 b
Amateur sporting events	4	6 cd	6 c	2	3
Theater performances	3	4 b	1	3	3 b
Other events	9	7	5	14 ab	12 ab

\*Less than 0.5%

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**Table A.3:**  
**Travel Planning Sources – Summer 2007 Only**  
**Statistical Differences among Regional Results**

State Total		Region			
Summer 2007		North-central/ Metro West Southern Northeast			
Base: 795		216	167	229	183
		a	b	c	d
Internet	46	62%bcd	40%	39%	40%
Brochure/travel guide	10	6	14a	11a	12a
Other	14	8	14	16a	17a

\*Less than 0.5%

**Note:** This question was not included in the 2005-06 study.

Note: Shaded percents/numbers are significantly different at the 95% confidence level than the percents/numbers in columns indicated by shaded letters.

**APPENDIX B:**  
**TABLES OF SUMMER 2007 RESULTS**

The following section includes the Traveler Profile Study results from the data collected during June, July, and August of 2007.

**Table B.1:  
Demographic and Socioeconomic Profile – Summer 2007**

State Total		Region			
	Summer 2007		North-central/ West	Southern	Northeast
Base:	795	Metro 216	167	229	183
Age:					
18 to 24	7%	4%	6%	9%	11%
25 to 29	8	8	8	7	10
30 to 39	19	24	20	17	16
40 to 49	25	28	27	24	22
50 to 59	22	26	19	18	23
60 to 64	5	4	5	7	5
65 and older	10	4	14	15	7
No Answer	2	1	*	3	5
Average Age	45.0 years	44.1	45.8	46.5	43.6
Income:					
Less than \$25,000	5%	5%	2%	7%	5%
\$25,000 to \$34,999	8	6	10	9	7
\$35,000 to \$49,999	17	13	20	15	22
\$50,000 to \$74,999	20	19	22	19	20
\$75,000 to \$99,999	16	19	15	15	15
\$100,000 to \$124,999	11	14	9	10	10
\$125,000 to \$149,999	5	6	5	4	4
\$150,000 or more	9	14	10	7	7
No Answer	9	4	8	14	9
Estimated Median Income	\$69,600	\$81,500	\$66,200	\$66,900	\$62,800
Gender:					
Male	40%	50%	37%	32%	40%
Female	54	47	57	63	48
No Answer	6	3	5	5	12
Racial/Ethnic Background:					
American Indian	2%	1%	4%	1%	3%
Asian	2	3	1	*	2
Black	3	6	2	2	2
Hispanic	2	5	*	*	1
White	90	86	92	96	88
Other	1	2	1	1	1
No Answer	2	*	2	2	5

\*Less than 0.5%

**Table B.1 (con't):  
Demographic and Socioeconomic Profile – Summer 2007**

	State Total	Region			
		North-central/ West			
	Summer 2007	Metro	West	Southern	Northeast
Base:	795	216	167	229	183
<b>Residence:</b>					
<u>United States</u>	<u>93%</u>	<u>93%</u>	<u>92%</u>	<u>99%</u>	<u>87%</u>
Minnesota	43	14	53	58	50
Iowa	6	3	10	8	3
Wisconsin	5	7	1	7	5
Illinois	3	7	4	1	2
North Dakota	3	3	5	1	4
South Dakota	2	3	1	5	*
California	2	5	*	1	1
Michigan	2	4	*	2	1
Texas	2	3	3	3	1
Other state	16	37	10	11	3
State not specified	8	8	5	3	19
<u>Canada</u>	4	3	7	*	7
<u>Another Country</u>	1	3	*	*	1
<u>No Answer</u>	2	1	1	*	5

\*Less than 0.5%

Note: States with responses less than 2% among the total sample have been aggregated into the "Other state" category.

**Table B.2:  
Travel Party and Trip Profile – Summer 2007**

State Total		Region			
	Summer 2007	Metro	North-central/ West	Southern	Northeast
Base:	795	216	167	229	183
<b>Trip Purpose (multi-response):</b>					
Vacation or short pleasure trip	74%	53%	91%	66%	92%
Personal (i.e. wedding, funeral, medical)	17	19	5	32	4
Business or work	8	19	2	3	5
Convention or conference	6	13	2	6	2
<b>Travel Party Size:</b>					
1 person	12%	20%	6%	10%	9%
2 people	35	26	25	42	45
3 to 4 people	34	35	42	31	29
5 or more people	19	19	25	17	17
<b>Average Travel Party Size</b>	<b>3.0</b>	<b>2.9</b>	<b>3.3</b>	<b>2.9</b>	<b>2.9</b>
<b>Total Trip Length of Stay:</b>					
Daytripper	7%	5%	1%	18%	2%
1 night	15	12	12	20	14
2 nights	22	23	10	25	28
3 to 6 nights	38	47	36	24	49
7 or more nights	18	13	41	14	8
<b>Average Nights (Excluding Daytrippers)</b>	<b>4.1</b>	<b>4.2</b>	<b>5.1</b>	<b>3.6</b>	<b>3.4</b>
<b>Children in Travel Party</b>					
One or more children under 18 years old	41%	49%	53%	36%	27%
No children	59	51	47	64	73
<b>Ages of Children in Travel Party</b>					
<i>Younger than 6 years old</i>					
None	82%	84%	77%	79%	89%
One or more	18	16	23	21	11
<i>6 to 11 years old</i>					
None	78	80	65	80	84
One or more	22	20	35	20	16
<i>12 to 17 years old</i>					
None	81	72	79	86	86
One or more	19	28	21	14	14

**Table B.2 (con't):  
Travel Party and Trip Profile – Summer 2007**

	State Total	Region			
		Metro	North-central/ West	Southern	Northeast
	Base: Summer 2007 795	216	167	229	183
<b>Minnesota Trips in Last 5 Years</b>					
None	18%	48%	2%	14%	3%
1 trip	7	12	6	7	3
2 to 4 trips	25	21	38	21	24
5 to 10 trips	22	8	35	22	26
More than 10 trips	27	11	19	34	44
No Answer	1	*	*	2	1
<b>Estimated Median Trips</b>	<b>4.9</b>	<b>1.2</b>	<b>5.7</b>	<b>6.7</b>	<b>8.8</b>
<b>Lodging:</b>					
<u>Paid Accommodations</u>	<u>79%</u>	<u>78%</u>	<u>87%</u>	<u>67%</u>	<u>86%</u>
Hotel/Motel/Historic Inn	49	77	29	34	55
In an RV at a campground	15	*	17	24	20
Resort	8	*	35	*	3
In a tent at a campground	5	*	3	9	8
Vacation home/condo/cabin/houseboat you rented	1	*	4	*	1
Bed & Breakfast	*	*	*	*	*
<u>Unpaid Accommodations</u>	<u>14%</u>	<u>17%</u>	<u>11%</u>	<u>14%</u>	<u>13%</u>
Home of family or friends	10	16	4	14	4
Vacation home/condo/cabin/houseboat of family or friend	2	*	4	*	5
At your vacation home/condo/cabin/ houseboat	1	*	3	*	3
At a campground with no fee	*	*	1	*	1
<u>Day tripper</u>	<u>7%</u>	<u>5%</u>	<u>1%</u>	<u>18%</u>	<u>2%</u>

\*Less than 0.5%



**Table B.2 (con't):  
Travel Party and Trip Profile – Summer 2007**

		Region			
		North-central/			
	State Total	Metro	West	Southern	Northeast
	Base: Summer 2007 795	216	167	229	183
<b>Activities:</b>					
<u>General (checked one or more of the following)</u>	<u>86%</u>	<u>88%</u>	<u>85%</u>	<u>79%</u>	<u>92%</u>
Dining out	71	81	68	63	70
Sightseeing or driving for pleasure	32	24	30	25	52
Taking in city sites	23	25	19	14	33
Driving on designated scenic byways	20	10	19	14	40
Casino gaming	16	5	28	12	23
Nightlife or evening entertainment	14	18	11	10	19
Viewing fall colors	2	1	1	3	4
<u>Visiting (checked one or more below)</u>	<u>69%</u>	<u>65%</u>	<u>71%</u>	<u>64%</u>	<u>79%</u>
Friends or relatives	27	27	31	31	20
State or national parks	17	6	12	9	46
Amusement parks or carnivals	16	27	27	6	6
Historic sites	14	10	11	13	24
Art museums	8	9	4	7	13
Other museums	8	9	4	7	13
Indoor water parks	6	10	9	3	3
Outdoor water parks	4	3	2	8	1
Indian areas	3	1	3	3	5
Other attraction	14	11	11	12	21
<u>Participating In (checked one or more below)</u>	<u>67%</u>	<u>45%</u>	<u>92%</u>	<u>57%</u>	<u>82%</u>
Pool swimming	24	23	34	24	18
Fishing	23	4	56	14	24
Hiking	19	6	14	13	47
Lake or river swimming	18	8	41	8	23
Motor boating/water skiing	12	5	41	3	7
Biking	12	5	18	11	16
Wildlife viewing or bird watching	12	7	20	5	18
Golfing	11	5	23	7	14
Canoeing	7	1	14	3	13
Jet skiing	2	2	6	*	2
Off-road ATV driving	2	1	2	1	2
Hunting	*	*	1	*	1
Other activity	16	13	16	17	17

\* Less than 0.5%

**Table B.2 (con't):  
Travel Party and Trip Profile – Summer 2007**

	State Total		Region			
	Base:	Summer 2007	Metro	North-central/ West	Southern	Northeast
		<b>795</b>	<b>216</b>	<b>167</b>	<b>229</b>	<b>183</b>
<u>Shopping (checked one or more below)</u>		<u>59%</u>	<u>72%</u>	<u>57%</u>	<u>46%</u>	<u>64%</u>
For gifts or souvenirs		32	25	41	23	46
General or mall shopping		20	21	22	22	16
At the Mall of America		16	46	5	8	2
Arts, crafts, or antiques		15	6	17	13	27
Outlet shopping		10	14	7	13	6
<u>Attending (checked one or more below)</u>		<u>38%</u>	<u>45%</u>	<u>30%</u>	<u>32%</u>	<u>45%</u>
Fairs or festivals		14	14	11	9	21
Professional sporting events		5	12	6	1	1
Popular music concerts or shows		5	4	1	7	7
Amateur sporting events		5	9	5	3	2
Theater performances		3	5	1	3	2
Classical music concerts		1	*	1	2	2
Other events		15	12	12	16	22

\* Less than 0.5%

**Table B.3:**  
**Travel Planning Sources – Summer 2007**

	State Total	Region			
	Summer 2007	Metro	North- central/ West	Southern	Northeast
<b>Base:</b>	<b>795</b>	<b>216</b>	<b>167</b>	<b>229</b>	<b>183</b>
Friends/relatives/co-workers	51%	49%	57%	51%	49%
Internet	46	62	40	39	40
Brochure/travel guide	10	6	14	11	12
Newspaper/magazine	5	3	4	6	5
Local tourism bureau	3	1	4	3	3
TV/radio	3	2	3	3	5
Visitor/welcome center	3	2	4	1	4
Airline/travel agency	2	5	*	2	*
State Travel Office	1	*	1	*	3
Other	14	8	14	16	17

\*Less than 0.5%

Note: This question was not included in the 2005-06 study.

**APPENDIX C:****MINNESOTA'S TOURISM REGIONS**

## APPENDIX D:

### COUNTIES WITHIN MINNESOTA'S TOURISM REGIONS

<u>Twin Cities Metro</u>	<u>Northeast</u>	<u>Northcentral/West</u>	<u>Southern</u>
Anoka	Aitkin	Becker	Big Stone
Carver	Carlton	Beltrami	Blue Earth
Chisago	Cook	Benton	Brown
Dakota	Isanti	Cass	Chippewa
Hennepin	Itasca	Clay	Cottonwood
Ramsey	Kanabec	Clearwater	Dodge
Scott	Koochiching	Crow Wing	Faribault
Washington	Lake	Douglas	Fillmore
Wright	Pine	Grant	Freeborn
	St. Louis	Hubbard	Goodhue
		Kittson	Houston
		Lake of Woods	Jackson
		Mahnomen	Kandiyohi
		Marshall	Lac qui Parle
		Mille Lacs	Le Sueur
		Morrison	Lincoln
		Norman	Lyon
		Otter Tail	McLeod
		Pennington	Martin
		Polk	Meeker
		Pope	Mower
		Red Lake	Murray
		Roseau	Nicollet
		Sherburne	Nobles
		Stearns	Olmsted
		Stevens	Pipestone
		Todd	Redwood
		Wadena	Renville
		Wilkin	Rice
			Rock
			Sibley
			Steele
			Swift
			Traverse
			Wabasha
			Waseca
			Watsonwan
			Winona
			Yellow Medicine

**APPENDIX E:**

**QUESTIONNAIRE**

The following section includes a copy of the self-administered questionnaire used to collect data for the 2007-08 Traveler Profile Study.



DPA Use Only

Dear Traveler:

Your visit to our area is very important to us. Please take a few moments to answer the following questions and return this questionnaire to the person who gave it to you. Your responses are very important. Please make your marks **INSIDE** the boxes or circles. Thank you very much.

1. What is your reason or reasons for visiting this area? *(Please mark all that apply.)*

- ☐ 1. Vacation/short pleasure trip      ☐ 3. Convention/conference  
☐ 2. Personal (wedding, funeral, medical, etc.)      ☐ 4. Business/work

2. What source(s) of information did you use in planning your trip? *(Please mark all that apply.)*

- ☐ 1. Internet      ☐ 4. Brochure/travel guide      ☐ 7. Friends/relatives/co-workers      ☐ 10. Other (specify): \_\_\_\_\_  
☐ 2. Newspaper/magazine      ☐ 5. TV/radio      ☐ 8. Local tourism bureau  
☐ 3. State Travel Office      ☐ 6. Airline/travel agency      ☐ 9. Visitor/welcome center

3. **While on this trip**, which of the following activities will members of your travel party participate in? *(Please mark all that apply.)*

**General:**

- ☐ 1. Casino gaming  
☐ 2. Dining out  
☐ 3. Driving on designated scenic byways  
☐ 4. Nightlife/evening entertainment  
☐ 5. Sightseeing/driving for pleasure  
☐ 6. Taking in city sites  
☐ 7. Viewing fall colors

**Attending:**

- ☐ 8. Classical music concerts  
☐ 9. Fairs or festivals  
☐ 10. Popular music concerts/shows  
☐ 11. Professional sporting events  
☐ 12. Amateur sporting events  
☐ 13. Theater performances  
☐ 14. Other events

**Participating in:**

- ☐ 15. Biking  
☐ 16. Canoeing  
☐ 17. Golfing  
☐ 18. Fishing  
☐ 19. Hiking  
☐ 20. Motor boating/water skiing  
☐ 21. Off-road ATV driving  
☐ 22. Pool swimming  
☐ 23. Lake/river swimming  
☐ 24. Jet skiing  
☐ 25. Wildlife viewing/bird watching  
☐ 26. Hunting  
☐ 27. Cross-country skiing  
☐ 28. Downhill skiing/snowboarding  
☐ 29. Ice fishing  
☐ 30. Snowmobiling  
☐ 31. Other activity

**Visiting:**

- ☐ 32. Amusement parks/carnivals  
☐ 33. Art museums  
☐ 34. Other museums  
☐ 35. Friends or relatives  
☐ 36. Historic sites  
☐ 37. Indian areas  
☐ 38. Indoor water parks  
☐ 39. Outdoor water parks  
☐ 40. State/national parks  
☐ 41. Other attraction

**Shopping:**

- ☐ 42. For gifts or souvenirs  
☐ 43. Outlet shopping  
☐ 44. Arts, crafts, antiques  
☐ 45. At the Mall of America  
☐ 46. General/mall shopping

4. How many nights **in total** do you intend to stay in either this town or city or the immediate surrounding area on this trip? *(Please write in the boxes provided.)*

# of Nights in total:

5. How many nights have you already spent in this area on this trip? *(Please write in the boxes provided.)*

# of Nights already spent:

6. Are you staying overnight (either last night or tonight)...

**In paid accommodations:**

- ☐ 1. At a hotel/motel/historic inn  
☐ 2. At a Bed and Breakfast  
☐ 3. At a vacation home/condo/cabin/houseboat you rented  
☐ 4. At a resort (cabin/other indoor unit)  
☐ 5. In an RV at a campground  
☐ 6. In a tent at a campground

**In accommodations with no charge:**

- ☐ 7. At the home of family or friend  
☐ 8. At vacation home/condo/cabin/houseboat of a family or friend  
☐ 9. At your vacation home/condo/cabin/houseboat  
☐ 10. At a campground with no fee

7. Not including this trip, how many times in the last 5 years have you taken a pleasure trip in Minnesota?

☐ None ☐ 1 ☐ 2 to 4 ☐ 5 to 10 ☐ More than 10

8. Including yourself, how many people are in your immediate travel party? (Please do **not** include your entire group if traveling on an escorted group tour, on business, or attending a convention/conference.)

# in Immediate Travel Party:

9. How many of those people are...

Younger than 6 yrs old

6-11 yrs old

12-17 yrs old

Adults

10. Please tell us the amount **you and your immediate travel party** spent during **the past 24 hours in this area** in each of the following categories listed below. A few examples for each category are provided. If you have just arrived in this area, please estimate your expenses for the next 24 hours.

Spending Category

Amount Spent

a. Lodging and Camping Accommodations

(Fee FOR ONE NIGHT)

If you have not paid yet, estimate one night's cost. ....

\$

b. Food and Beverages

(meals, snacks, groceries, beer/wine/liquor "by the drink") .....

\$

c. Liquor Purchases

(beer/wine/liquor "by the bottle") .....

\$

d. Sport Fees

(outfitters, guides, gear rentals, greens fees, lift tickets) .....

\$

e. Events Admissions

(sporting events, popular concerts, festivals) .....

\$

f. Cultural Performance Admissions

(tickets for theater, opera, classical concerts, dance) .....

\$

g. Other Evening Entertainment

(movies, clubs, lounges, etc.) .....

\$

h. Historic/Cultural Site Admissions

(historic homes, sites, museums, exhibitions) .....

\$

i. Other Sightseeing/Attractions

(tours, admissions) .....

\$

j. Shopping - Tourist

(gifts, souvenirs, antiques, arts and crafts) .....

\$

k. Shopping - General

(clothing, personal or household items) .....

\$

l. Ground Transportation

(gasoline, parking, local bus, taxi, car rentals) .....

\$

m. Lottery Tickets

(scratch-off tickets, Powerball, etc.) .....

\$

n. Gaming

(gambling and legal betting activity) .....

\$

o. Licenses/Registrations/Permits

(fishing, hunting, ATV, snowmobile, trail pass) .....

\$

p. All other, please explain:

\$

Now, a few questions for classification purposes only:

11. What is your age, please?

12. What is your total annual household income before taxes?

☐ 1 Less than \$25,000

☐ 3 \$35,000 - \$49,999

☐ 5 \$75,000 - \$99,999

☐ 7 \$125,000 - \$149,999

☐ 2 \$25,000 - \$34,999

☐ 4 \$50,000 - \$74,999

☐ 6 \$100,000 - \$124,999

☐ 8 \$150,000 or more

13. Are you: ☐ 1 Male

☐ 2 Female

14. Are you: (Please mark all that apply.)

☐ 1 American Indian

☐ 2 Asian

☐ 3 Black

☐ 4 Hispanic

☐ 5 White

☐ 6 Other

15. Are you currently a resident of:

☐ 1 United States

☐ 2 Canada

☐ 3 Another country

Current Home Zip Code:

For validation purposes only, we will randomly contact participants to verify their answers. Results will not identify you with your answers and all answers will be reported in total. Your personal information will never be sold or used for marketing. Please provide us with the following information.

Name: \_\_\_\_\_ Phone Number: ( ) \_\_\_\_\_